

# **IU Student Spending Habits**

## **Survey Results**

Fall 2004



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## **Executive Summary**

In the spring semester of 2004, seventy students enrolled in two marketing research classes in the Kelley School of Business (Indiana University – Bloomington) conducted a survey to find out more about the shopping/spending habits of Indiana University students in Bloomington. After conducting interviews, focus groups, and observational research, over 480 students were surveyed. The following are the results of this survey.<sup>1</sup>

For additional information on this survey or assistance with your small business please contact the SBDC at 812-339-8937.

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<sup>1</sup> Numbers are rounded to the nearest percent.

## Survey Results

### WHAT GOODS/SERVICES ARE STUDENTS BUYING IN BLOOMINGTON?

Students claim to purchase the following at least 1-3 times per week:

- 66% purchase *fast-food or pizza*
- 45% purchase *food at a casual or self-serve restaurant*
- 48% purchase *drinks at bars*
- 38% purchase *grocery/drug store items*
- 38% purchase *food at full-service restaurants*

HALF OF THE STUDENTS SPEND MONEY ON FOOD AND DRINK AT LEAST 1-3 TIMES PER WEEK.

Students claim to purchase the following at least 1-2 times per month:

- 55% purchase *clothing/accessories*
- 55% purchase *movies/rentals*
- 45% purchase *beauty services*
- 31% purchase *office/school supplies*

Students claim to purchase the following almost never:

- 65% almost never purchase *hardware/crafts*
- 61% almost never purchase *jewelry*
- 50% almost never purchase *electronics*

### WHERE ARE STUDENTS SPENDING THEIR MONEY?

Students claim to purchase the following most often Downtown:

- Full-service restaurants (44%)
- Drinks at bars (67%)

Student claim to purchase the following most often on the East Side:

- Fast food or pizza (57%)
- Casual or self-serve restaurants (46%)
- Clothing/Accessories (61%)
- Electronics (45%)
- Groceries/Drug store items (70%)
- Office / School supplies (58%)
- Movie Theaters/Rentals (56%)
- Beauty Services (44%)

FOR MOST PRODUCT CATEGORIES, STUDENTS MOST OFTEN MAKE PURCHASES AT BUSINESSES LOCATED ON THE EAST SIDE OF BLOOMINGTON.

When asked to rank the various shopping districts with respect to where students most often spend their money,

- 55% ranked the *East Side* first
- 35% ranked the *Downtown* first

### ARE STUDENTS SATISFIED WITH LOCAL BUSINESSES?

When asked about their level of satisfaction with various business types in the Bloomington area, students claim to be either very satisfied or satisfied with the following:

- 85% with *bars / restaurants*
- 70% with *available housing*
- 60% with *available services (e.g. beauty, entertainment, etc.)*
- 58% with *retail stores*

OVER HALF OF THE STUDENTS ARE SATISFIED WITH BUSINESSES IN BLOOMINGTON.

When asked to agree or disagree with various statements about shopping in Bloomington, students claim to either strongly agree or agree with the following statements:

- 76% with “The prices of products/services in Bloomington are reasonable.”
- 68% with “Most businesses in Bloomington are conveniently located.”
- 65% with “I enjoy spending money in Bloomington at bars / restaurants.”
- 46% with “I enjoy shopping at retail stores in Bloomington.”

### WHAT DETERMINES WHERE STUDENTS SHOP IN BLOOMINGTON?

When asked to think about the area of town they shopped **most often**, students claim the following as a very important reason:

- Close proximity to where I live/work (45%)
- Conveniently accessed (e.g. parking, walking, little traffic) (37%)
- Variety of stores in the area (28%)
- Low prices on products/services (27%)
- Variety of products/services available (38%)
- Friendliness/Competence of store employees (22%)
- Pleasant atmosphere (22%)

CONVENIENCE WAS THE MOST FREQUENTLY CITED REASON FOR WHERE STUDENTS CHOSE TO SPEND MONEY.

When asked to think about the area of town they shopped **least often**, students claim the following as a very important reason:

- Too far from where I work/live (38%)
- Too much traffic to get there (27%)
- Inconveniently accessed (e.g. too little parking nearby) (24%)

### WHAT CAN BE CHANGED TO INCREASE STUDENT SPENDING?

**48%** of the students believed they would spend more money if businesses could make improvements to better meet their needs. For these students, the following are the changes that students claim would increase their spending a great deal:

- Lower prices on products/services (44%)
- Better deals / sales (42%)
- Better product selection (42%)
- Stores were located closer to where I lived (35%)
- More parking around shopping areas / stores (29%)

- More chain stores / restaurants (21%)
- More local stores / restaurants (20%)

For students who would spend more money, the following are potential changes cited that would have little or no effect on increased spending:

- Better public transportation (54%)
- Product purchase available online (41%)
- Store information available online (40%)
- More sponsorship of student events (38%)
- Better customer service (28%)
- More effective advertising (27%)

However, **50%** of the students believed they would not spend money even if businesses made improvements to better meet their needs. The following are the reasons why:

- 74% claim, "I already spend all or most of the money I have."
- 61% claim, "I do not have the time or desire to spend more money when I am in Bloomington."
- 47% claim, "I do not like spending money (i.e. I prefer to save)."
- 43% claim, "My parents buy me the stuff I want or need."

#### HOW CAN A BUSINESS REACH THE STUDENT MARKET?

When asked to agree or disagree with various statements about shopping in Bloomington, students claim to either strongly agree or agree with the following statements:

- 67% with "I am familiar with most of the businesses in Bloomington."
- 55% with "I like to go shopping where my friends shop in Bloomington."
- 37% with "I pay attention to advertising by businesses in Bloomington."
- 30% with "I would prefer to use my Campus Access card at stores off-campus if they offered it as a payment option."

When asked where they find information about local businesses (e.g. new business, existing business, sales, current events, etc.), students claimed they use the following almost always or often:

- 84% use *word-of-mouth* (e.g. information from friends, classmates, etc.)
- 41% use *newspaper advertising*
- 39% use *store signs*
- 37% use *billboards / flyers*

STUDENTS MOST  
OFTEN USE THEIR  
FRIENDS AND  
CLASSMATES TO  
FIND INFORMATION  
ABOUT BUSINESSES  
IN BLOOMINGTON.

When asked where they find information about local businesses (e.g. new business, existing business, sales, current events, etc.), students claimed they use the following rarely or never:

- 67% said the *telephone directory*
- 56% said *online websites or web searches*
- 54% said *event sponsorship*
- 50% said *radio advertising*

## Students Living Downtown for 2004-2005

One of the questions on the survey asked students where they planned to live for the school year 2004-2005. The results are as follows:

- \* 352 (72.3%) planned to live in Bloomington somewhere other than downtown
- \* 51 (10%) planned to live downtown next year
- \* 78 (16%) indicated that they would live somewhere else (we assume this reflects the number of seniors graduating and leaving Bloomington)

The following results provide a comparison between the respondents living in Bloomington somewhere other than downtown and respondents who reported they are living downtown for the 2004-2005 school year. (*Major differences in percentages are highlighted in bold.*)

### WHAT GOODS/SERVICES ARE STUDENTS BUYING IN BLOOMINGTON?

Students claim to purchase the following *at least 1-3 times per week*:

	Living elsewhere in Bloomington	Living Downtown
Full-service, sit-down restaurants	36%	35%
Fast food or carry-out/delivery pizza	64%	69%
Casual or self-service restaurants (e.g. delis)	<b>43%</b>	<b>53%</b>
Drinks at bars	<b>43%</b>	<b>67%</b>
Groceries/Drug store items	37%	39%

Students claim to purchase the following *at least 1-2 times per month*:

	Living elsewhere in Bloomington	Living Downtown
Clothing/Accessories	53%	55%
Office / School supplies	33%	22%
Movie Theaters/Rentals	54%	55%
Beauty Services (e.g. tanning, hair)	19%	41%

Students claim to purchase the following *almost never*:

	Living elsewhere in Bloomington	Living Downtown
Jewelry	62%	65%
Electronics	49%	51%
Hardware/Crafts	66%	59%

### WHERE ARE STUDENTS SPENDING THEIR MONEY?

Students who plan to live Downtown for 2004-2005 claimed to purchase the following **most often** at in the following areas:

	Downtown	East Side	West Side	Don't buy	Other
Full-service, sit-down restaurants	<b>60%</b>	26%	10%	2%	2%
Fast food or carry-out/delivery pizza	41%	47%	8%	0%	4%
Casual or self-serve restaurants (e.g. delis)	47%	41%	4%	6%	2%
Drinks at bars	<b>78%</b>	10%	2%	10%	0%
Clothing/Accessories	20%	61%	2%	16%	2%
Jewelry	14%	29%	2%	51%	4%
Electronics	4%	51%	2%	43%	0%
Hardware/Crafts	8%	33%	6%	51%	2%
Groceries/Drug store items	6%	82%	10%	2%	0%
Office / School supplies	14%	57%	12%	12%	6%
Movie Theaters/Rentals	4%	69%	22%	4%	2%
Beauty Services (e.g. tanning, hair)	22%	54%	4%	16%	4%

Students who plan to live in Bloomington elsewhere for 2004-2005 claimed to purchase the following **most often** at in the following areas:

	Downtown	East Side	West Side	Don't buy	Other
Full-service, sit-down restaurants	<b>43%</b>	35%	18%	4%	1%
Fast food or carry-out/delivery pizza	24%	58%	13%	2%	3%
Casual or self-serve restaurants (e.g. delis)	35%	47%	8%	8%	2%
Drinks at bars	<b>63%</b>	3%	3%	29%	1%
Clothing/Accessories	12%	62%	5%	14%	7%
Jewelry	9%	27%	4%	52%	7%
Electronics	3%	46%	5%	40%	7%
Hardware/Crafts	3%	24%	11%	56%	6%
Groceries/Drug store items	7%	69%	14%	5%	4%
Office / School supplies	9%	58%	12%	14%	7%
Movie Theaters/Rentals	4%	55%	26%	12%	3%
Beauty Services (e.g. tanning, hair)	15%	42%	8%	28%	8%



### ARE STUDENTS SATISFIED WITH LOCAL BUSINESSES?

When asked about their level of satisfaction with various business types in the Bloomington area, students claim to be *either very satisfied or satisfied* with the following:

	Living elsewhere in Bloomington	Living Downtown
Bars / restaurants	86%	84%
Available housing	<b>68%</b>	<b>80%</b>
Available services (e.g. beauty, entertainment, etc.)	60%	61%
Retail stores	59%	67%

### WHAT DETERMINES WHERE STUDENTS SHOP IN BLOOMINGTON?

When asked to think about the area of town they shopped **most often**, students claim the following as *a very important* reason:

	Living elsewhere in Bloomington	Living Downtown
Close proximity to where I live/work	47%	41%
Variety of stores in the area	28%	21%
Low prices on products/services	28%	26%
Variety of products/services available	28%	22%
Conveniently accessed (e.g. parking, walking, little traffic)	39%	35%
Friendliness/Competence of store employees	20%	28%
Pleasant atmosphere	20%	35%

When asked to think about the area of town they shopped **least often**, students claim the following as *a very important* reason:

	Living elsewhere in Bloomington	Living Downtown
Too far from where I work/live	41%	37%
Variety of stores in the area	11%	16%
Prices on products/services	16%	12%
Variety of products/services available	14%	10%
Inconveniently accessed (e.g. too little parking nearby)	25%	18%
Too much traffic to get there	29%	28%
Friendliness/Competence of store employees	10%	16%
Unpleasant atmosphere	9%	10%

## HOW CAN A BUSINESS REACH THE STUDENT MARKET?

When asked where they find information about local businesses (e.g. new business, existing business, sales, current events, etc.), students claimed they use the following *almost always or often*:

	Living elsewhere in Bloomington	Living Downtown
Newspaper advertising	40%	58%
Radio advertising	19%	28%
Online websites / web search	19%	16%
Telephone book	13%	12%
Event sponsorship	15%	14%
Word-of-Mouth (friends, classmates, etc.)	82%	88%
Billboards / Flyers	36%	39%
Store Signs	37%	39%

## **Memo From Katherine B, Hartman**

BY: Katherine B Hartman

DATE: June 2004

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The following is my evaluation and interpretation of a study about student spending conducted in the spring semester of 2004. The evaluation is based mostly upon the survey data from 487 students yet also includes my opinions from speaking with students about the data. However, it is important to remember that the study was exploratory in nature and, as such, will not necessarily predict the future of all businesses in Bloomington.

### **A FEW ANSWERS TO QUESTIONS ABOUT STUDENTS**

#### **What are student opinions about the different business districts in town?**

In general, the data indicates that students do most of their goods shopping on the East side of town, spend the most money on consumables (food & drink), and don't like to go to the West side of town unless they have to. Specifically, in terms of where students believed they spent money most often, the East side ranked #1 with 55%; downtown ranked #1 with 35.4%; and the West side ranked #1 with only 9.4% of respondents. The following will elaborate.

*Downtown:* When asked where they purchased a variety of products in town, downtown businesses dominated only two categories: full-service, sit-down restaurants and drinks at bars. In addition, the dominant spending leveling for restaurants / bars downtown equal \$21-100 per month (44.6%).<sup>2</sup> However, the general trend is that students appear to spend most of their money on consumables such as food & drink. When asked how often, 33.1% of respondents ate at full-service, sit-down restaurants 1-3 times per week (46.9% at 1-2 times per month) and 37.6% of respondents got drinks at bars 1-3 times per week. However, when asked about this in-class, most students believed the reason for this behavior was that these businesses were closely related and could conveniently serve as a night out for them (i.e. dinner at a restaurant and socializing at a bar afterward).

*Eastside:* When asked where they purchased a variety of products, East side businesses dominated several categories: Fast food or carry-out/delivery pizza, Casual or self-serve restaurants (e.g. delis), Clothing/Accessories, Electronics, Groceries/Drug store items, Office / School supplies, Movie Theaters/Rentals, and Beauty Services (e.g. tanning, hair). However, despite the dominance of this district, the problem is that students claim not to purchase non-food related products very often. In my opinion, this would imply that students are not a viable primary target market for such products or services but would be good secondary target markets for many different types of retail establishments on the East side of town.

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<sup>2</sup> Please note: People (not just students) are prone to seriously under estimate their spending levels during any given period of time. As such, I anticipate that all spending level categories are underestimated by about 50%.

*Westside:* The Westside was a trailing third on almost all categories of spending. Our class discussions and their qualitative research revealed the biggest problem: inconveniently located and inconveniently accessed. The basic problem was not distance, but the time it took from house to store(s) and back. Many of the students complained about the heavy traffic and their lack of time to deal with it. On the other hand, most students were very familiar with the businesses on the west side because they were similar to the ones they had at home. As such, this side of town was a favorite when their parents came to visit (especially for extensive spending).

### **What determines where students shop in Bloomington?**

Although we asked students about business districts rather than specific businesses, the data indicates that a two considerations are the primary drivers (i.e. ‘very important’ consideration for why they shopped a particular area of town most often) for retail patronage: (1) Close proximity to where I live/work (45.2%) and (2) Conveniently accessed (e.g. parking, walking, little traffic) (37.2%). Paralleling this data, students also indicated the same drivers for why they don’t shop a particular area of town (i.e. ‘very important’ consideration): (1) Too far from where I work/live (38.7%); (2) Too much traffic to get there (27.4%); and (3) Inconveniently accessed (e.g. too little parking nearby) (23.9%).

In my opinion, this data demonstrates an important consideration: time and the lack of it. According to my in-class discussions with students, time was a valuable resource for them, especially when they became juniors and seniors. This age corresponds with the ability to spend more time at their own house (with more housework), at establishments for students over 21, and involved with more time-intensive small size classes (i.e. group work, paper writing, etc). As such, spending money on groceries, clothing, gifts, etc. became much more problematic because of a lack of time.

Also in my opinion, this data suggests that retailers and service providers should attempt to promote their convenience to attract more students. While not all retailers can be conveniently located, it is important to strive to publicize and promote the perception of convenience such as longer hours during less busy traffic times, shorter lines for check-out, and close proximity to places they already may be going. Although it is only my educated opinion, I do believe that convenience – and not price or product offerings – is the number one driver for student shopping behavior.

### **Are students satisfied with local businesses?**

Surprisingly, students overwhelmingly indicated that they were reasonably satisfied with the businesses in the area. More specifically, they indicated their strongest levels of satisfaction with the restaurants / bar followed by close ties between the other three categories (retail, services, and housing). In addition, students liked retail stores in Bloomington (59.7%), liked bars / restaurants in Bloomington (85.8%), enjoyed shopping at retail stores in Bloomington (46.7%), and enjoyed spending money at bars / restaurants in Bloomington (65.5%).

In my opinion, the high levels of satisfaction could stem from two possibilities: 1) although they often complain about wanting or needing new businesses, there is enough variety in town for the students to comfortably meet their needs or 2) students don't spend much more in town and, therefore, the question of satisfaction becomes based only upon one or two shopping experiences. Although there is some indication from the data that the second possibility is feasible, conversations with students indicate the first reason is probably the more correct assumption. Specifically, students often indicated that they enjoyed the shopping available to them in Bloomington yet simply wanted a few more things (especially something they liked from their hometown).

### **What can be changed to increase student spending?**

Despite high levels of satisfaction, almost half of the students thought that they might spend more money locally if there were some changes. Specifically, students said that the following would increase their spending "A Great Deal:" better product selection (42.5%); lower prices (44.2%); better deals / sales (42.5%); and stores more closely located to where they live (35%). In other words, students want more products that are more conveniently located yet don't want to pay premium prices for them (a tall order to say the least).

Yet, equally as important, students also indicated what changes were not as important as determinants of increased consumer spending. Specifically, students claimed the following hypothetical changes would have little to no effect on increased spending: (1) better public transportation (53.8%); (2) more sponsorship of student events (38.1%); (3) store information online (40.5%); and (4) product purchase available online (41.3%).

However, it is important to remember that *only half* of the students said that any change would encourage them to spend more. The other half indicated that they would not spend any more money even if changes were made because (1) they "already believe they spend all the money that they have" (73.7%) and/or (2) they "do not have the time or desire to spend more money when I am in Bloomington" (60.8%).

### **How do I effectively reach the student market?**

Overwhelmingly, the vast majority (83.8%) of students indicate that they 'almost always' or 'most often' find out about the happenings of local businesses from *word-of-mouth* (i.e. from classmates or friends). By contrast, students indicate that they 'sometimes' find out about the happenings of local businesses through newspapers (30.9%), event sponsorship (32.5%), billboards/flyers (38.4%), and store signs (37.2%). Student reliance upon word-of-mouth was also echoed during in-class discussions. Most of them (and the people they talked to) indicated that they just don't have the time to do any kind of business search on their own. If they needed or wanted something, they would simply ask a friend or classmate for their recommendations. In addition, some students would tell their friends about a store they liked and/or had positive experiences.

In my opinion, this information means that businesses should concentrate their promotional efforts on activities that promote word-of-mouth. For example, businesses

could offer referral programs or unique events/activities that could generate talk amongst students about the business. However, students also suggest that ‘where their friends shop’ or ‘others like me’ were not major considerations when choosing a place to shop. Although this is simply an educated guess, the distinction is that students seek out information about businesses from people they know yet are not driven to shop there simply because everyone else is doing it.

### **Are students a viable target market?**

In my opinion, the answer to this question is yes and no. Based upon a summary of all of the data, I do not believe that students are a viable primary target market for most businesses. Specifically, they are short-lived (i.e. only in town for a brief number of years), claim to have very little money to spend (58% believe they only have \$100-\$400 per month to spend), and primarily purchase cheap consumables such as low-priced food and drink. As such, I think attempting to primarily generate revenues from students for most businesses is not a feasible idea because costs of attracting new customers may be high, may generate little profit, and must be repeated for a whole new market every few years. For example, the majority of the females in both my classes claimed ONLY to shop the discount bins at retail clothing stores and only when they heard from a friend that the store had great deals.

On the other hand, I do believe that the student market would be a reasonable and profitable secondary target market for most businesses. Specifically, students should be attractive because they appear to have little loyalty (again, the number of years in town), are willing to try new places/products, are driven to shop by convenience/location, and are willing to listen to others to try new places (i.e. heavy emphasis on word-of-mouth). As such, I think attempting to generate secondary revenues from the student market is a good idea – especially if the business has a strong location attractive to both students and a more permanent, local market (e.g. the East side of town).

# IU STUDENT SHOPPING/SPENDING SURVEY

TOTAL RESPONDENTS: 487

1. Are you an IU student at the Bloomington campus? ☐ Yes ☐ No
2. Do you live in Bloomington for the school year (at least fall or spring semester)? ☐ Yes ☐ No

## QUESTIONS ABOUT YOUR SHOPPING/SPENDING HABITS IN BLOOMINGTON

3. On **average**, how often do you purchase the following products in the Bloomington area? (**PERCENTAGE LISTED**)

	4+ times per week	1-3 times per week	1-2 times per month	1-2 times per semester	Almost Never
Full-service, sit-down restaurants	4.7%	33.1%	<b>46.9%</b>	10.1%	5.3%
Fast food or carry-out/delivery pizza	8.4%	<b>57.7%</b>	27.0%	4.7%	2.7%
Casual or self-service restaurants (e.g. delis)	4.1%	<b>40.7%</b>	38.6%	9.7%	6.6%
Drinks at bars	10.1%	<b>37.6%</b>	17.6%	5.2%	29.3%
Clothing/ Accessories	1.9%	8.2%	<b>45.3%</b>	27.8%	16.9%
Jewelry	>1%	2.7%	15.0%	20.6%	<b>61.1%</b>
Electronics	>1%	2.3%	13.8%	33.3%	<b>50.3%</b>
Hardware/Crafts	>1%	3.1%	6.8%	24.3%	<b>64.9%</b>
Groceries/Drug store items	3.1%	35.1%	<b>46.0%</b>	10.5%	5.4%
Office / School supplies	>1%	4.3%	26.9%	<b>54.2%</b>	15.9%
Movie Theaters/Rentals	>1%	12%	<b>42.9%</b>	35.1%	12.8%
Beauty Services (e.g. tanning, hair)	1.6%	16.6%	26.5%	25.7%	<b>29.6%</b>

4. Of the following, **where** do you **most often**<sup>1</sup> purchase these products? (**PERCENTAGE LISTED**)

	Downtown	East Side	West Side	Don't buy	Other
Full-service, sit-down restaurants	<b>43.7%</b>	34.6%	17.3%	3.3%	1%
Fast food or carry-out/delivery pizza	23.7%	<b>56.6%</b>	14.2%	1.6%	3.9%
Casual or self-serve restaurants (e.g. delis)	35.5%	<b>45.8%</b>	9.4%	7.2%	1.7%
Drinks at bars	<b>66.7%</b>	4.7%	2.5%	24.9%	1.2%
Clothing/ Accessories	14.0%	<b>61.2%</b>	4.9%	14.0%	5.8%
Jewelry	10.1%	27.0%	3.9%	<b>52.7%</b>	6.4%
Electronics	3.5%	<b>45.2%</b>	5.6%	39.9%	5.8%
Hardware/Crafts	3.9%	24.8%	10.3%	<b>55.3%</b>	5.6%
Groceries/Drug store items	7.2%	<b>69.8%</b>	14.1%	5.2%	3.7%
Office / School supplies	9.5%	<b>58.0%</b>	13.0%	13.3%	6.2%
Movie Theaters/Rentals	3.5%	<b>55.7%</b>	26.7%	11.0%	3.1%
Beauty Services (e.g. tanning, hair)	14.2%	<b>43.5%</b>	9.1%	26.2%	7%

<sup>1</sup> **Downtown** = Kirkwood, the Square, 2<sup>nd</sup> Street – 10<sup>th</sup> Street, etc; **East Side** = College Mall, Jackson Creek Plaza, 10<sup>th</sup> and the By Pass Plaza, Eastland Plaza, etc.; **West Side** = 2<sup>nd</sup> and 3<sup>rd</sup> Street west of Highway 37 and surrounding areas.

5. When do you **most often** go shopping at retail stores? **(PERCENTAGE LISTED)**

>1% Morning (before noon) 52.5% Evening (4pm-9pm) >1% Late Night (after midnight)  
39.7% Afternoon (12pm-4pm) 6% Night (9pm-midnight)

6. If stores were open 24 hours a day, when would you **prefer** to shop at retail stores? **(PERCENTAGE LISTED)**

1.6% Morning (before noon) 30.9% Evening (4pm-9pm) 7.4% Late Night (after midnight)  
22% Afternoon (12pm-4pm) 23.9% Night (9pm-midnight) 14.2% I don't have a preference

7. How much money would you **estimate** that you spend **per month** on the following items during the time of year that you live in Bloomington? **(PERCENTAGE LISTED)**

	None	Under \$20	\$21 - \$100	\$101 - \$250	\$250 - 500	Over \$500
Online purchases	43.8	25.5	22.0	6.6	1.4	<1
Downtown bars / restaurants	8.8	24.5	44.6	18.9	2.7	<1
East Side bars / restaurants	18.0	31.8	39.7	8.9	1.7	0
West Side bars / restaurants	32.2	40.0	23.6	3.1	<1	0
Downtown retail stores	38.9	31.5	25.9	3.5	<1	0
East Side retail stores	14.4	29.4	46.6	8.0	1.4	<1
West Side retail stores	42.5	33.6	21.2	2.3	<1	0
Services (e.g. beauty, entertainment)	17.1	42.5	34.7	4.5	<1	<1
Out-of-town bars / restaurants	36.2	30.0	28.2	4.3	<1	<1
Out-of-town retail stores	33.7	24.5	28.6	9.9	1.6	1.6

8. How do you find out information about local businesses in Bloomington – such as information about new businesses, existing businesses, current sales, and/or available products? **(PERCENTAGE LISTED)**

	Almost Always	Often	Sometimes	Rarely	Never
Newspaper advertising	12.6	28.6	30.9	18.5	9.5
Radio advertising	3.3	17.5	28.9	28.9	21.4
Online websites / web search	4.7	13.6	26.3	32.9	22.6
Telephone book	2.9	9.1	21.4	37.2	29.4
Event sponsorship	1.7	12.2	32.5	32.7	20.9
Word-of-Mouth (friends, classmates, etc.)	38.6	45.2	13.6	2.1	<1
Billboards / Flyers	6.4	30.5	38.4	17.3	7.2
Store Signs	7.2	31.4	37.2	18.1	6.2

## QUESTIONS ABOUT YOUR OPINIONS OF SHOPPING IN BLOOMINGTON

9. Overall, how satisfied are you with the following in Bloomington? **(PERCENTAGE LISTED)**

	Very Satisfied	Satisfied	Neither	Dissatisfied	Very Dissatisfied
Retail stores	4.5	53.4	20.1	17.5	4.5
Restaurants / Bars	16.6	68.2	11.1	4.1	0
Available services (e.g. beauty, entertainment, etc.)	4.1	55.6	29.2	10.1	1
Available housing	8.2	61.6	18.7	9.4	2.1



10. If located in the right place, what new retailers, restaurants, or services would you like to see in Bloomington in the future?

11. Indicate your level of agreement or disagreement with the following questions about Bloomington area shopping.  
(PERCENTAGE LISTED)

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I like the retail stores in Bloomington.	3.7	<b>56.0</b>	16.9	19.3	4.1
I like the bars/restaurants in Bloomington.	19.8	<b>66.0</b>	11.3	2.7	<1
The prices of products/services in Bloomington are reasonable.	5.1	<b>70.6</b>	15.4	8.0	<1
I prefer to go places that have good coupons or specials.	17.0	<b>47.6</b>	27.3	7.8	<1
Most businesses in Bloomington have good sales / discounts.	3.9	<b>41.7</b>	39.0	15.2	<1
Most businesses in Bloomington are conveniently located	4.9	<b>63.2</b>	18.7	12.1	1.0
I am familiar with most of the businesses in Bloomington.	8.0	<b>58.8</b>	19.0	13.4	<1
I pay attention to advertising by businesses in Bloomington.	2.5	34.7	37.0	24.2	1.6
Bloomington business advertising keeps me well informed.	2.1	23.5	46.7	26.3	1.4
I enjoy shopping at retail stores in Bloomington.	4.1	<b>42.6</b>	26.3	22.6	4.3
I enjoy spending money in Bloomington at bars / restaurants.	13.1	<b>52.4</b>	18.3	13.1	2.7
I like to go shopping where my friends shop in Bloomington.	8.8	<b>46.0</b>	29.6	11.9	3.7
I like to go shopping with friends in Bloomington.	13.6	<b>52.7</b>	16.3	13.6	3.7
I would prefer to use my Campus Access card at stores off-campus if they offered it as a payment option.	12.0	18.4	27.3	29.5	12.8

12. Please rank the following shopping areas in order from 1 to 3 with 1 being **most often** and 3 being **least often**. In the Bloomington area, where do you spend your money (excluding textbooks, campus food, and housing)? (PERCENTAGE LISTED)

1	2	3	
35.4	44.4	19.9	Downtown
55.0	33.8	11.2	East Side
9.4	21.8	68.8	West Side

13. Considering the area of town where you **most often** spend money, please indicate how important each of the following reasons is for your most preferred area in Bloomington. **(PERCENTAGE LISTED)**

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Close proximity to where I live/work	45.2	41.5	9.4	2.9	1.0
Variety of stores in the area	28.1	56.3	12.9	2.5	<1
Low prices on products/services	26.7	50.0	18.7	3.9	<1
Variety of products/services available	27.8	58.6	10.1	3.5	0
Conveniently accessed (e.g. parking, walking, little traffic)	37.2	40.2	17.0	5.1	<1
Friendliness/Competence of store employees	22.6	42.7	25.1	8.4	1.2
Pleasant atmosphere	22.6	53.5	18.1	4.9	<1
My friends shop/work there	9.2	26.5	36.3	23.0	4.9
People like me shop there	9.9	24.2	35.7	24.8	5.3

14. Considering the area of town where you **least often** spend money, please indicate how important each of the following reasons is for your least preferred area in Bloomington. **(PERCENTAGE LISTED)**

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Too far from where I work/live	38.7	39.9	13.2	7.2	1.0
Variety of stores in the area	11.5	50.1	27.2	10.3	<1
Prices on products/services	15.7	40.6	27.4	14.6	1.6
Variety of products/services available	13.5	49.5	24.7	11.4	<1
Inconveniently accessed (e.g. too little parking nearby)	23.9	37.9	23.0	14.4	<1
Too much traffic to get there	27.4	35.9	22.5	12.4	1.9
Friendliness/Competence of store employees	11.5	29.8	35.2	21.0	2.5
Unpleasant atmosphere	9.3	32.5	36.4	18.7	3.1
My friends don't shop/work there	4.5	15.3	41.4	31.5	7.2
People like me don't shop there	3.9	15.1	39.8	32.0	9.3

15. Would you spend more money in Bloomington if local businesses made improvements to better meet your needs or wants? (If **Yes**, answer Question #16. If **No**, skip to Question #17)

**(PERCENTAGE LISTED)**

Yes	No
48.5%	50.5%
#236	#246

16. If you answered **Yes** to Question #15, how much would each of the following changes **increase your spending or shopping** in the Bloomington area? **(PERCENTAGE LISTED: based upon 236)**

	Great deal	Quite a bit	Some	A little	None
More parking around shopping areas / stores	29.0	24.9	27.8	12.4	5.8
Stores were located closer to where I lived	35.0	33.3	22.9	7.1	1.7
Better product selection	42.5	36.7	14.6	5.4	<1
Product purchase available online	12.9	17.5	28.3	19.6	21.7
Store information available online	14.6	21.7	23.3	21.7	18.8
Better customer service / employees	16.7	25.9	29.7	20.1	7.5
Lower prices on products/services	44.2	32.1	13.8	7.5	2.5
More effective advertising	11.3	27.6	34.3	21.8	5.0
More sponsorship of student events	15.1	23.0	23.8	22.6	15.5
Better deals / sales	42.5	40.4	11.3	4.6	1.3
More chain stores / restaurants	21.3	30.8	27.1	13.3	7.5
More local stores / restaurants	20.0	33.3	28.8	12.1	5.8
Better public transportation	15.8	12.5	17.9	15.0	38.8

17. If you answered **No** to Question #15, what are the reasons that you would not increase your spending in Bloomington? **(PERCENTAGE LISTED: based upon 246)**

	Agree	Disagree
I already spend all or most of the money I have.	73.7	26.3
My parents buy me the stuff I want or need.	43.1	56.9
I do not have the time or desire to spend more money when I am in Bloomington.	60.8	38.8
I do not like spending money (i.e. I prefer to save).	47.1	52.9
I do not like shopping.	36.5	63.5
I prefer to buy the stuff I need or want elsewhere.	40.4	59.6

## A Few Questions About You

18. How old are you?                      Range 15-34      19: 85 / 20: 110 / 21: 174 / 22: 78
19. What is your major?                      Business: 200 / Communications: 53 / Computer: 14 / Education: 34 / Science: 79 /  
Undeclared or Unknown: 20 / Art: 9 / Other: 78
20. What is your hometown (city and state)? \_\_\_\_\_

21. My main form of transportation (other than when attending class) is: **(PERCENTAGE LISTED)**

Own automobile (71.3%)	Public Transportation – Bus (6.5%)	Walking (7.5%)
Friend's automobile (13.1%)	Public Transportation – Taxi (1%)	Other (e.g. bike) (<1%)

**(PERCENTAGE LISTED)**

22. Class Standing:    Freshman (13%)      Sophomore (18%)      Junior (41.9%)      Senior (24.6%)      Graduate (2.5%)

**(PERCENTAGE LISTED)**

23. Gender:                      Male (47.1%)                                      Female (52.9%)

24. Of the following options, which BEST describes where you live **this year**?

**(PERCENTAGE LISTED – 3 did not answer)**

Dormitory (17.8%)	Fraternity / Sorority (22.9%)	Apt/House Downtown (3.7%)
Apt/House East Side (24.4%)	Apt/House West Side (6%)	Apt/House on or near Campus (16.1%)
Apt/House South Side (5.8%)	Apt/House North Side (3.3%)	Other (0%)

25. Of the following options, which BEST describes where you plan to live **next year**?

**(PERCENTAGE LISTED – 5 did not answer)**

Dormitory (3.7%)	Fraternity / Sorority (21%)	Apt/House Downtown (10.6%)
Apt/House East Side (16.4%)	Apt/House West Side (4.8%)	Apt/House on or near Campus (15.4%)
Apt/House South Side (7.1%)	Apt/House North Side (4.8%)	Other (16.2%)

26. On average, how much money do you have **per month** to spend? (Excludes rent, utilities, tuition, textbooks, etc.)

**(PERCENTAGE LISTED – 5 did not answer)**

Under \$100 (17.8%)	\$101 - \$200 (29.7%)	\$201-400 (29.0%)	\$401-600 (14.3%)
\$601-800 (3.7%)	\$800-1000 (1.9%)	Over \$1000 (2.3%)	Almost unlimited (1.2%)